

WOMEN'S ENTREPRENEURSHIP IN KAZAKHSTAN

1st year doctoral student of Karaganda Buketov University, Kazakhstan aynash.musabekova.82@mail.ru

In modern society, women's entrepreneurship has a special role. A new social structure of society is intensively emerging - this is a social process in which old social groups change and new social groups emerge. A small part of the social group of entrepreneurs are women, but the scale of their participation in business is growing. In today's society, a woman - an entrepreneur is the bearer of new thinking, philosophy and way of life, value attitudes and morality.

Business women are a special social type of women, carriers of liberal values, with an increased need for self-realization, creative dedication, innovators by nature. As a rule, this type of women is in demand not only in entrepreneurship, but also in other spheres of labor activity, in enterprises with a wide variety of organizational and legal forms.

Women's entrepreneurship is on the rise all over the world. Studies show that the annual growth of female entrepreneurship is 10%, and the share of women in successful and stable business has grown by 8% [1].

Women entrepreneurs contribute to the economy through job creation. Women-led small and medium-sized businesses are an important source of job creation [2, 3].

In countries with a developed tradition of female entrepreneurship, numerous studies document the presence of "traditionally female industries," where women feel more comfortable at the expense of the past, including home experiences. In Kazakhstan, there is a concentration of women in such areas as health and social services (83%), education (77%), hotel and restaurant business (75%), financial activities (66%). Men predominate in construction (81%), agriculture, hunting and forestry (77%), fishing and fish farming (74%), mining (75%), energy (72%), transport and communications (67%), manufacturing industry (64%), public administration (60%) [4].

In small towns and villages, of which there is an overwhelming majority in our country, it is difficult not only for women, but also for men to get a job.

Many women, including young mothers who are employed as a household, could combine this activity with socially useful paid work by participating in SMEs or in their own enterprises. Abroad, many women, called «mothers-entrepreneurs», provide not only for themselves and their families, but also seriously replenish the municipal and state budget.

Entrepreneurship gives you the ability to manage your time. Popular wisdom also says: «You can't take a fish out of the pond without difficulty», «Hard work, patience and constant learning will help you stay afloat.» The economic situation is not the most rosy, but this is the driver of the business.

“Business is always about discipline, planning and creativity. And women's business is about how to remain yourself, not to change your principles and your nature.”

Living in the world of social networks and high technologies, where everyone stands for independence and freedom of speech, it is difficult to imagine that once everything was different around - other people, foundations, values, other opportunities and rights.

Higher education, formal employment, driving a car, attending sporting events, a mix of men's and women's clothing styles, participating in political elections are the most common things today, the rights to which have been won by women thanks to persistent struggle and the desire for independence.

Thanks to the indifference and activity of our predecessors and predecessors, today women have the opportunity to freely dispose of their own lives - choose cooking by the stove or start their own business.

How is the situation today?

It was only in the second half of the twentieth century that women began to learn about women's entrepreneurship as one of the integral units of the country's economy and the opportunity for self-realization of a huge number of women.

That period was characterized by a massive influx of female representatives into the labor market and their growing interest in their own entrepreneurship. Since that moment, the role of women in business has been growing every year.

Expanding economic opportunities for women to do business is an important factor in the fight for gender equality, the elimination of domestic violence, the elimination of female unemployment, poverty and lack of education. Women's entrepreneurship is a great way to say no to financial, emotional, or any other male addiction that exists.

In addition, the inner freedom of a woman begins with independence - a woman capable of earning, self-development and pursuing personal goals,

who is busy with her own business most of the time, will never silently endure violence, even if she encounters it in any of its manifestations.

The times when a woman was not able to leave a man only because of her own ignorance, which did not allow herself to be provided for, practically sunk into oblivion. This can still be observed in the provincial parts of the country, which are characterized by traditional methods of upbringing that limit a woman's life to marriage and everyday life, but over time, changes overtake them.

According to official statistics for 2019, about 45% of small and medium-sized businesses in Kazakhstan are headed by women, while more than 80% of these women are individual entrepreneurs, 12% are legal entities and about 7% are peasant farms. 59% of women remain at the microenterprise level. If we take into account only individual enterprises, then women account for half: out of 1,086.5 thousand entrepreneurs, 542.9 thousand are women.

It is noteworthy that compared to the total number of small and medium-sized businesses, the number of enterprises headed by women is growing at a much faster pace. In recent years, the total number of SMEs has grown by 26%, and the number of entities led by women - by 28%.

The main areas of entrepreneurship for women in Kazakhstan include wholesale and retail trade, medicine, education, and the provision of a wide variety of services. More than half of Kazakhstani small and medium-sized businesses associated with real estate transactions, education, healthcare, social services and beauty-spheres are headed by women. Least of all women entrepreneurs find themselves in such spheres as mining, construction, transportation, water and electricity supply, quarrying and much more.

From year to year, despite the lack of legal benefits and decent funding, as well as very vague prospects for improving the social environment for «women's» business, women's business activity is growing rapidly. In the CIS countries, many believe that this is due to the influence of Western feminist currents, that the desire of women to own their own enterprises is due to a frantic desire to wipe the nose of men. But it's not about women's ambition and vanity. Every year more and more women from all over the world are implementing bold ideas in business projects that until recently seemed absolutely crazy. A large number of women's associations appear, and many public organizations begin to support women's entrepreneurship as something special among the same type of business projects. Women open their own Companies, develop a business out of their hobbies and talents and are distinguished by non-standard ideas and creative approach, harmoniously occupying market niches and calmly existing in the dynamic rhythm of entrepreneurship.

The economic prosperity of the country largely depends on the level of development of female entrepreneurship - the fact that most of the earned capital of business women are ready to invest in priority sectors of the economy affects. When this does not happen, the world economy loses enormous sums.

Women in Kazakhstan often have energy and a frantic desire to develop, but they may have much more ideas for development than available resources. The most common problems of women's entrepreneurship include low availability of funding and low viability of women's startups, as well as their lack of growth.

Women who are able to share their experiences with others play an important role in the active growth of the number of entrepreneurs: tell stories of your successes and failures, express your views on certain situations and talk about what helped you get on the path to success. We sincerely believe that support and understanding of each other will help create the necessary conditions for the rapid development of women's entrepreneurship in Kazakhstan.

Lack of experience and often lack of work are barriers to doing business. The workload of housekeeping and family obligations hinder women from running a business and practically make it impossible for every fifth entrepreneur to expand her business. It is important to note that every tenth entrepreneur is faced with real manifestations of gender stereotypes prevailing in society that prevent women from participating in business on an equal basis with men at the level of their perception as a business partner [5].

The last decade has seen a change in the profile of social expectations of female entrepreneurship. More and more women come to business, for whom self-realization and social success are in the first place, and only then material benefits and family support. Among such business women, the level of business satisfaction is higher. Every third Kazakhstani business woman previously held leadership positions, but due to gender stereotypes, her abilities were insufficiently appreciated. She chose entrepreneurship as a sphere of free application of her competencies and relies on «economic justice» - the achievement of high results in accordance with the invested efforts and her own competencies [6].

Bibliography

1. Global Entrepreneurship Monitor 2016/2017 Report on Women's Entrepreneurship. Gemconsortium.org. [Electronic resource]. URL: <https://www.gemconsortium.org/report/49860>.

2. Pewresearch.org. [Electronic resource]. URL: <http://www.pewresearch.org/fact-tank/2017/03/07/in-many-countries-at-leastfour-in-ten-in-the-laborforce-are-women>.
3. Economist.com. [Electronic resource]. URL: <https://www.economist.com/news/economic-and-financialindicators/21564857>.
4. Barsukova S. Yu. Female Entrepreneurship: Specificity and Prospects // Sociological Research. - 1999. - No. nine.
5. Karimova Zh.K. Theoretical and methodological foundations of the study of social trajectories of women // Bulletin. Series «Sociological and Political Sciences». - 2011. - No. 1 (33). - c. 16-23.
6. Men and women of Kazakhstan. / Brief statistical collection of the Agency of the Republic of Kazakhstan on statistics., 2013. - 18 p.